

Press release – 4K Channels

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Ultra HD 4K channels for all on Salt TV

We are excited to announce that, as of today, November 14, 2018, Salt Fiber customers will have access to Ultra HD channels in 4K resolution on Salt TV. With this, the operator is the first in Switzerland to make 4K TV channels accessible to all its customers.

Salt TV today features more than 380 channels including 180 HD channels and over 10'000 films and series. The new channels include the *Ambiance 4K*, *Now 4K* and *Festival 4K* by Stingray as well as *Insight TV*, the most adventurous 4K TV Channel.

Salt Fiber has set new standards in the Swiss market in terms of innovation and simplicity being the first worldwide retail introduction of a 10 Gbit/s technology and Apple TV 4K as unique set-top box. Thanks to this state of the art infrastructure, channels are ready to use for all customers enjoying a UHD TV without any additional technological upgrade.

Today, eight months after the launch, the Salt TV evolution definitely demonstrates the ambition of Salt to provide the Swiss consumers with the best entertainment experience on the fastest fiber network, at an extremely competitive price.

Further content portfolio expansion

TV by Canal, available for all French package customers free of charge, made up of 40 channels, was improved; four new Disney channels are available at no extra charge.

Additionally to the new 4K Channels, 50 new international channels will be available soon. New TV packages will include Portuguese, Spanish, Russian, Serbian, Albanian, Bosnian and Turkish channels.

About Ultra High Definition (UHD) TV & High Dynamic Range (HDR)

Most TV screens currently available are UHD (Ultra High Definition) 4K compatible. This new standard resolution provides a crisper picture using four times more pixels than standard HD. Everything on the screen is more lifelike than ever.

In addition, thanks to the Apple TV 4K, which is included in the Salt Fiber offer, High Dynamic Range (HDR) compatible TV screens will be able to deliver brighter image with more realistic colours and details.

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About Salt: Salt is a Swiss telecommunications provider which owns and operates an extensive, high-quality mobile telecommunications network infrastructure. Thanks to its ultrafast broadband solution called Salt Fiber, Salt provides a unique triple play service, which for the first time in Switzerland takes full advantage of the optical fiber technology by means of symmetrical data transmission rates of up to 10 Gbit/s. Salt Fiber can be combined in a gainful way with Salt's powerful Plus flat rate subscriptions - a revolutionary and straight forward portfolio.

Salt in figures: 1,235,000 postpaid customers (as of 30/06/2018), 93 Salt Stores and 4G coverage of 98% of Switzerland's population.